

**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

ON-LINE ACCESS TO CONTRACT ORDERING INFORMATION, TERMS AND CONDITIONS, UP-TO-DATE PRICING, AND THE OPTION TO CREATE AND ELECTRONIC DELIVERY ORDER ARE AVAILABLE THROUGH GSA-ADVANTAGE!<sup>TM</sup>, A MENU-DRIVEN DATABASE SYSTEM. THE INTERNET ADDRESS FOR GSA-ADVANTAGE!<sup>TM</sup> IS [HTTP://WWW.GSAADVANTAGE.GOV](http://www.GSAADVANTAGE.GOV)

**Advertising and Integrated Marketing Solutions  
541**

**Contract Number: GS-07F-0683X**

For more information on ordering from Federal Supply Schedules, visit [www.gsa.gov/schedules-ordering](http://www.gsa.gov/schedules-ordering)

**Contract Period: August 15, 2011 - August 14, 2016**



Deveney Communication  
2406 Chartres Street  
New Orleans, LA 70117  
Telephone: 504-949-3999 Fax: 504-949-3974  
Website: [www.deveney.com](http://www.deveney.com)

Business Size/Status: Small  
Pricelist current dated January 1, 2010

## General Contract Information

### 1a. Table of Awarded Special Item (SINs):

- 541-2: Public Relations Services
- 541-1000: Other Direct Costs

### 1b. Lowest Priced Model Number and Lowest Price: \$100 an hour

### 1c. Labor Category Descriptions: Please refer to page 4

### 2. Maximum Order: \$1,000,000 per SIN

### 3. Minimum Order: \$100.00

### 4. Geographic Coverage: Domestic

### 5. Point(s) of Production: New Orleans, LA

### 6. Discount from List Prices: All prices shown are net

### 7. Quantity Discount(s): None

### 8. Prompt Payment Terms: Net 30 Days

### 9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

### 9b. Government Purchase Cards are not accepted above the micro-purchase threshold.

### 10. Foreign Items: None

### 11a. Time of Delivery: As specified on agency task order and mutually agreed.

### 11b. Expedited Delivery: As specified on agency task order and mutually agreed.

### 11c. Overnight and 2-day delivery: As specified on agency task order and mutually agreed.

### 12. FOB Point: Destinations

### 13 a. Ordering Address:

John Deveney  
Deveney Communication Consulting LLC  
2406 Chartres Street  
New Orleans, LA 70117-8607  
Phone Number: 504-949-3999  
E-mail: [jdeveney@deveney.com](mailto:jdeveney@deveney.com)

### 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

### 14. Payment Address: Same as contractor

- 15. Warranty Provision:** Standard Commercial Warranty.
- 16. Export Packaging Charges:** Not applicable
- 17. Terms and conditions of Government Purchase Card acceptance:** (any thresholds above the micro-purchase level)
- 18. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 19. Terms and conditions of installation (if applicable):** N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if available):** n/a
- 21. List of service and distribution point (if applicable):** N/A
- 22. List of participating dealers (If applicable):** N/A
- 23. Preventive maintenance (if applicable):** N/A
- 24a. Special attributes such as environmental attributes (e.g. recycle content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. Section 508 Compliance for EIT:** Available on Electronic and Information Technology (EIT) supplies and services, full details can be found [www.Section508.gov](http://www.Section508.gov)
- 25. Duns Number:** 024256369
- 26. Notification regarding registration in Central Contractor Registration (CCR) Database:** Registered

## **Overview**

Deveney Communication is a regional leader with national recognition, including being named one of the Top Five Boutique PR Firms in the U.S. by PR Week, a leading industry publication, in 2004. Throughout the company's 14-year history, we have expanded our influence on a national and international scale, but our home is based in New Orleans, Louisiana.

We have a proven track record as a strategic partner who assesses client needs and desires, melds their knowledge with our communication expertise and designs effective road maps that help to achieve organizational goals.

Our strategic experience has given Deveney Communication a comprehensive understanding of the diverse aspects of marketing campaigns.

At Deveney, we have the ability to adapt our efforts quickly and efficiently to best serve our client's needs. We serve clients in a variety of industries, which becomes an advantage for our clients, since we have extensive expertise in employing unique and effective tactics and can determine the best approach for each situation.

### **Contract Administrator**

John Deveney  
Deveney Communication Consulting, LLC  
2406 Chartres St.  
New Orleans, LA 70117  
Telephone: 504-949-3999  
Fax: 504-949-3974  
Email: [jdeveney@deveney.com](mailto:jdeveney@deveney.com)

### **Marketing and Technical Point of Contact**

Van Gallinhouse  
Deveney Communication Consulting, LLC  
2406 Chartres St.  
New Orleans, LA 70117  
Telephone: 504-949-3999  
Fax: 504-949-3974  
Email: [vgallinhouse@deveney.com](mailto:vgallinhouse@deveney.com)

### **Special Item Number (SIN) Descriptions**

#### **541-2 Public Relations Services**

Services include but not limited to:

- Development of media messages and strategies
- Providing recommendations of media sources for placement of campaigns
- Preparing media materials such as: background materials, press releases, speeches and presentations and press kits
- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training - training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services

#### **541-1000 Other Direct Costs**

All ODCs proposed must be related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items as graphic design and photography.

### **Labor Category Descriptions**

#### **President:**

- Functional responsibilities:
  - Oversees: Client Services, Business Development
- Minimum years of experience: 20+ years
- Minimum educational/degree requirements: Bachelor's Degree
- Applicable training/certification requirements: Accredited Business Communicator, Accredited Public Relations Professional

#### **Vice President:**

- Functional responsibilities:
  - Oversees: Business Development
  - Oversees: Human Resources, Accounting, Technology, Office Management,

- Minimum years of experience: 5+ years
- Minimum educational/degree requirements: Bachelor's Degree
- Applicable training/certification requirements: n/a

**Senior Account Executive:**

- Functional responsibilities:
  - Oversees: Client needs and hourly goals
- Minimum years of experience: 5+ years
- Minimum educational/degree requirements: Bachelor's Degree
- Applicable training/certification requirements: Degree in public relations or previous training

**Account Executive:**

- Functional responsibilities:
  - Oversees: Client needs and hourly goals
- Minimum years of experience: 2+ years
- Minimum educational/degree requirements: Bachelor's Degree
- Applicable training/certification requirements: Degree in public relations or previous training

**Assistant Account Executive:**

- Functional responsibilities: Assists account executives in all client functions
- Minimum years of experience: 1 + years
- Minimum educational/degree requirements: Bachelor's Degree
- Applicable training/certification requirements: Degree in public relations or previous training

### Commercial Pricelist

<b>SIN</b>	<b>Labor Category</b>	<b>Price including IFF</b>
<b>541-2</b>	President: Crisis Communication	\$100.00
<b>541-2</b>	President: Public Relations/Media Relations	\$100.00
<b>541-2</b>	Vice President: Crisis Communication	\$100.00
<b>541-2</b>	Vice President: Public Relations/Media Relations	\$100.00
<b>541-2</b>	Senior Account Executive: Crisis Communication	\$100.00
<b>541-2</b>	Senior Account Executive: Public Relations/Media Relations	\$100.00
<b>541-2</b>	Account Executive: Crisis Communication	\$100.00
<b>541-2</b>	Account Executive: Public Relations/Media Relations	\$100.00
<b>541-2</b>	Assistant Account Executive: Crisis Communication	\$100.00
<b>541-2</b>	Assistant Account Executive: Public Relations/Media Relations	\$100.000

### Other Direct Costs

<b>SIN</b>	<b>Support Product/Labor (ODCs)</b>	<b>Price</b>
<b>541-1000</b>	Photographer	\$2,000 per day
<b>541-1000</b>	Graphic Designer	\$75.00 per hour